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**Communications Campaign**

# Research Summary

- **Key initial hypotheses**

- The primary challenge is to increase the value of health care coverage among eligible-uninsured
- Communications must help overcome significant social stigma attached to government programs

- **What tie found**

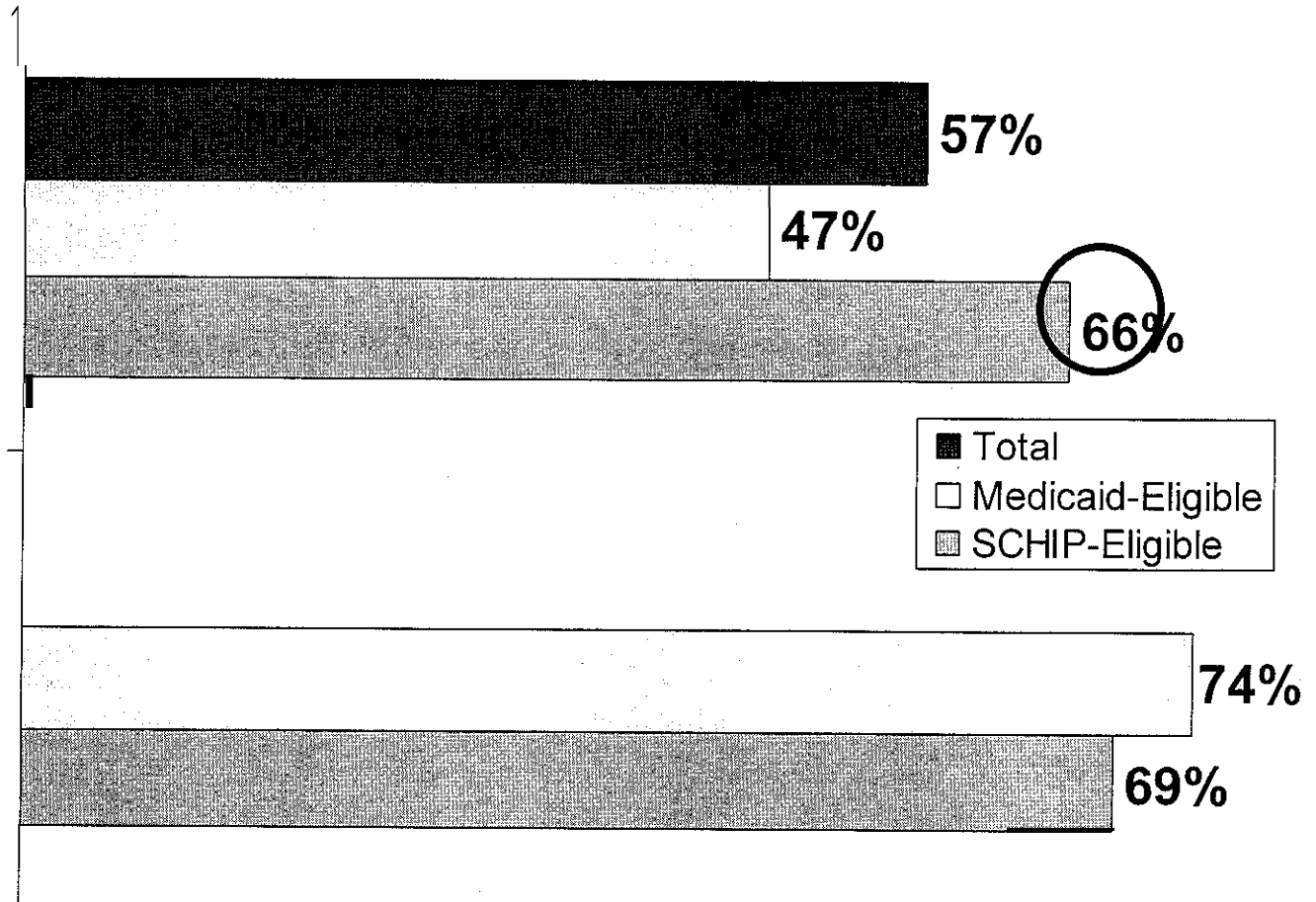
- Communications must tap into one's desire to be a good parent by making smart choices that reduce stress and bring peace of mind
- The primary challenge is to help eligible-uninsured believe these programs are designed for them

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# Awareness of Eligibility is Primary Hurdle

Overall, nearly 6 of 10 don't believe they're eligible

Believe they are not eligible for Medicaid or SCHIP\*, or they don't know



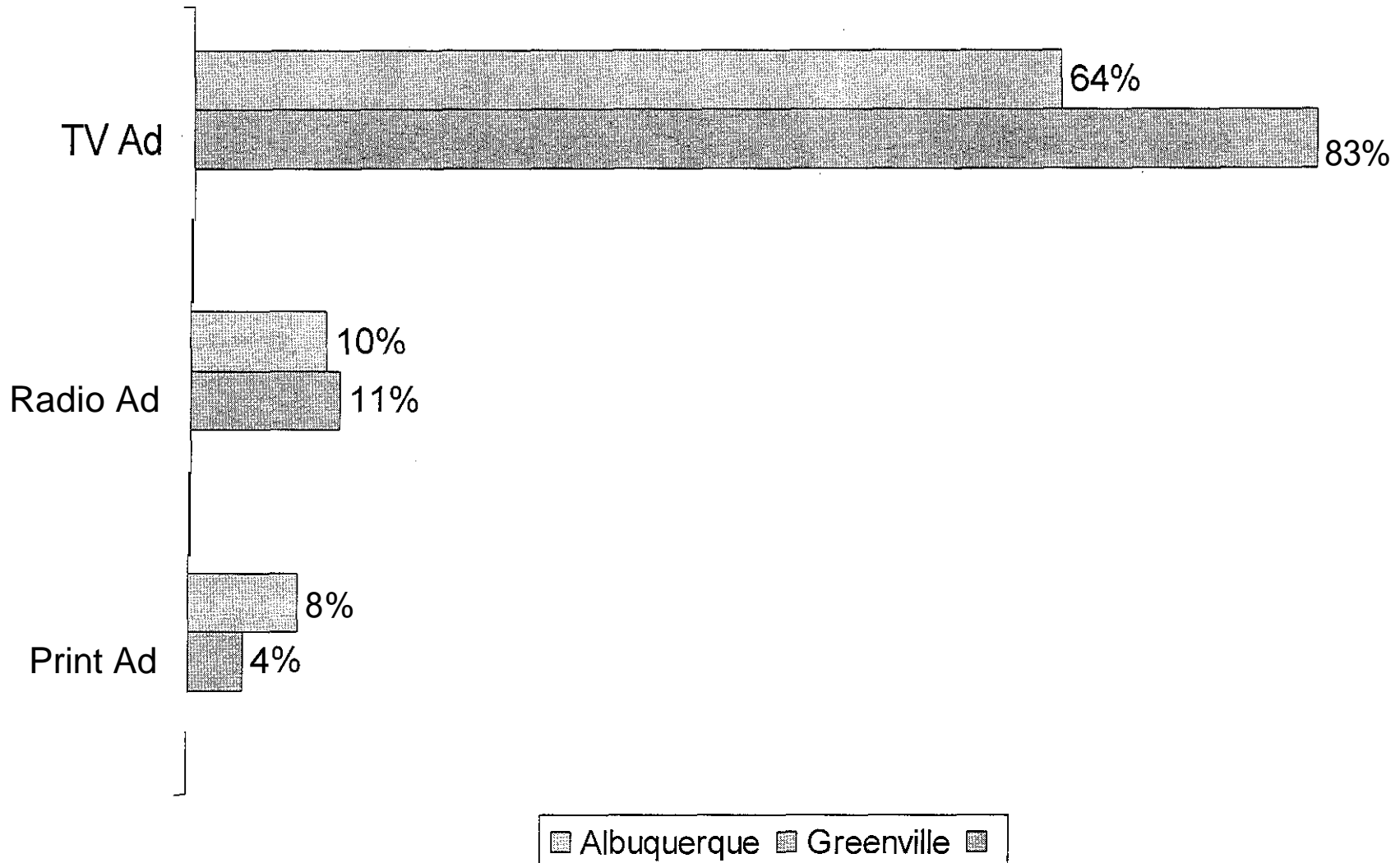
(Base=Unenrolled eligible households aware of programs)

# Key Changes After Ad Testing

- **More effort to draw attention to eligibility:**
  - Specific dollar amount added
  - Working families emphasized
  - “Working class” neighborhoods and homes
  - Include more shots of teenagers
- **Phone number recall**
- **Use “low-cost or free”**

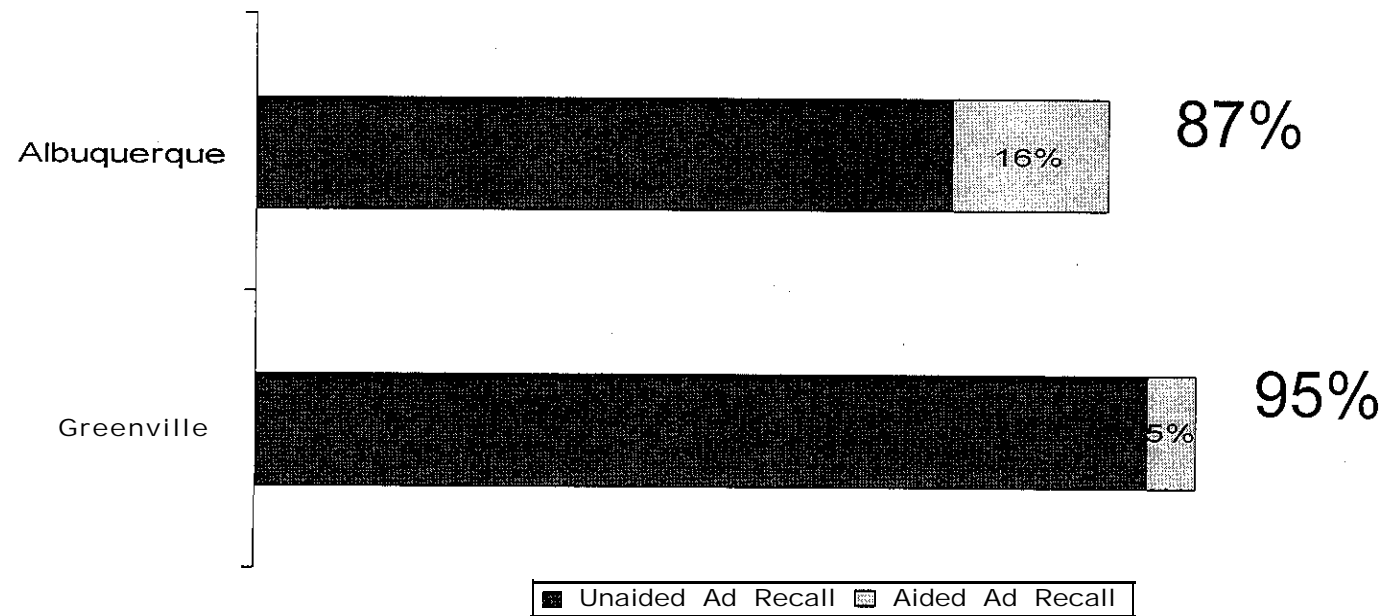
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# TV Spots Draw Most Attention



*\*How did you hear about this telephone number?*

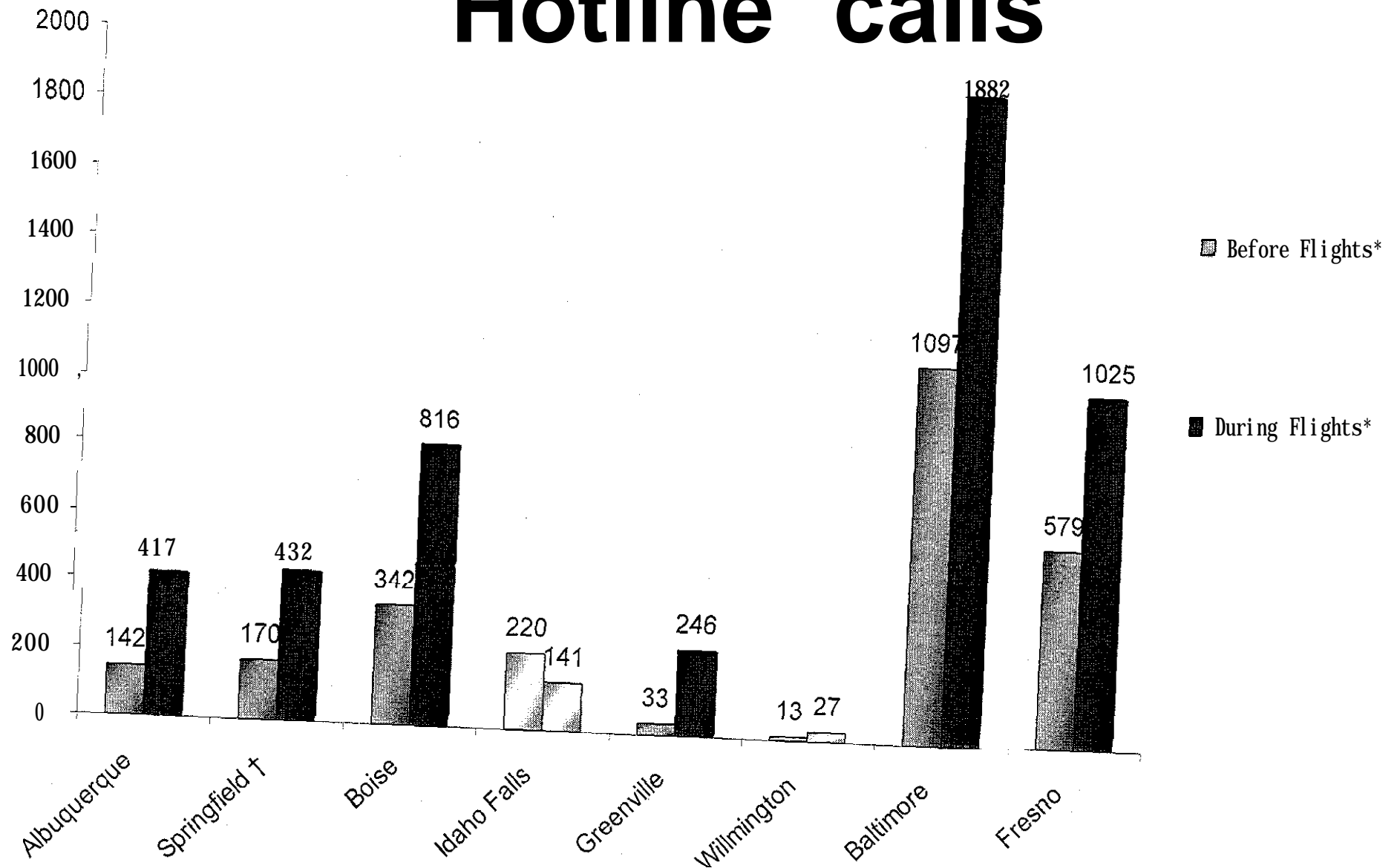
# Nine in 10 Callers in Two /Markets Are Due to Ads



- 90% of callers responded to ads
- 83% intend to apply

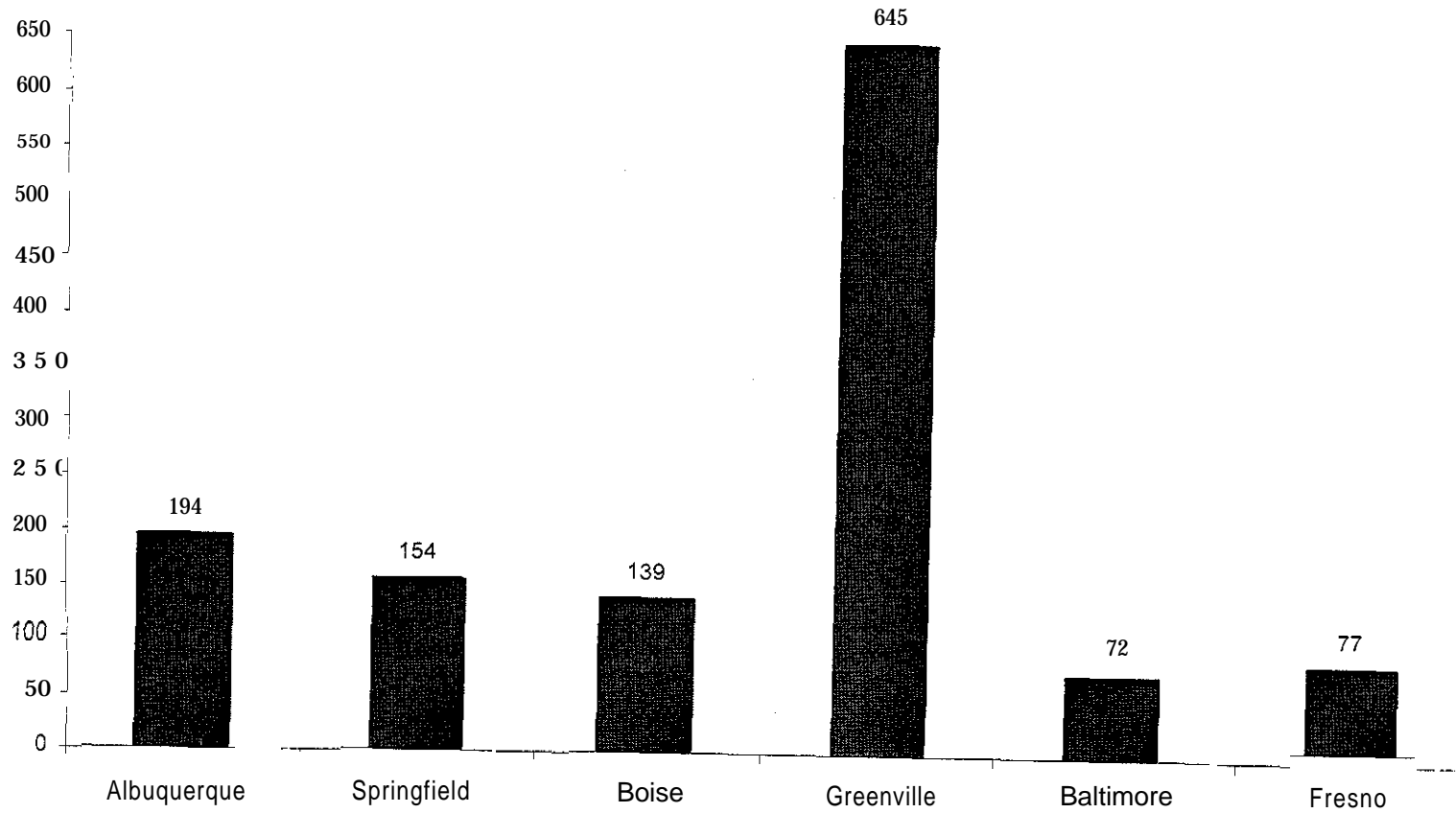
*(n=359 Albuquerque, 120 Greenville 800# callers)*

# Hotline calls



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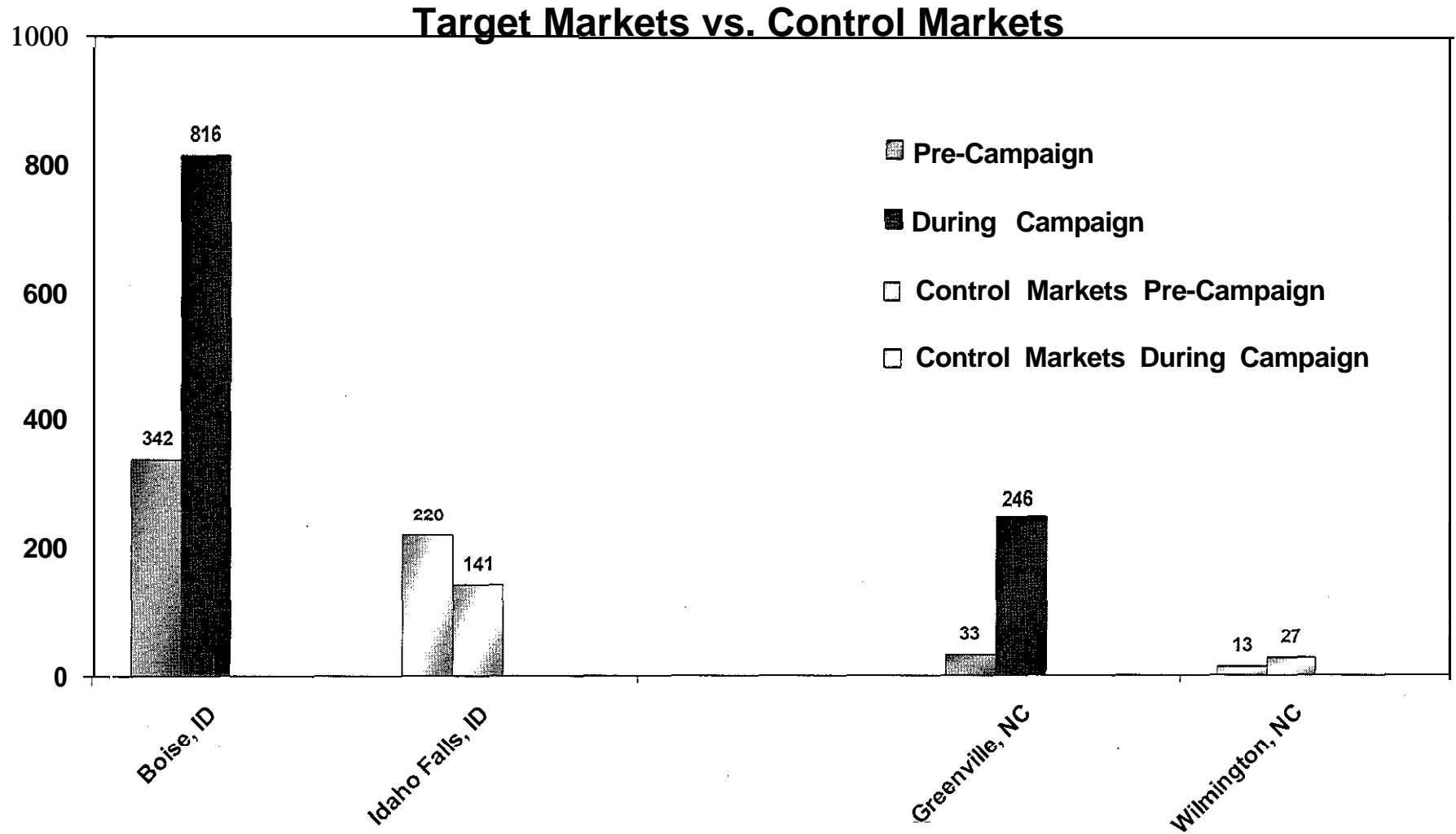
# Percent Increase



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# Hotline Calls



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# National Hotline

**1 (877) KIDS-NOW**

- **Pre-campaign average: 15,000**
- **August: over 58,000**

**\*September: over 33,000**

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# **SIEDA HAWK-I PILOT PROJECT**

## **Summary of Outreach Activities**

### **Schools**

- Full page of information in School Handbooks
- attended school registrations
- Met superintendents and office staff
- Bulk handouts twice a year
- Have small ads in monthly newsletters
- Work with Nurses on referrals and bulk hand outs in 50 Schools
- In touch with dietician for reduced lunch program

### **County Health**

- Through DECAT Grant work with Public Health In Wapello & Mahaska County
- Pilot Grant allows working with County Health in Van Buren County
- Media
- Provide updated Hawk-I information for Counties
- Cover all Health Fairs

### **Clinics**

- Attended County Health clinics made them aware of Hawk-I and how to reach me
- providing updated information to MCH & WIC staff
- Presentations to Health Screenings -AEA ▪ Ottumwa Hospital ▪ Agency Clinic

### **Hospitals**

- Hospitals in our area include Hawk-I Information to all new moms in their discharge packets
- Hawk-I applications placed in the Hospitals lobbies and in their pamphlet racks
- Hawk-I posters on the pediatric floors and information at the nurses station

## **Physicians**

- Visited pediatricians offices hanging posters and leaving information with office managers
- Making partnerships with some offices resulting in direct referrals from the Doctors

## **Business Partnerships**

- City Clerks in towns where Outreach Van goes
- Visit Libraries and provide information to use on their reference tables and in news letters
- Visit Mom & Pop gas stations while on my Van route leaving information
- Visit local small restaurants hang posters and have flyers on tables
- Local Banks bulk mailings -15 thousand John Deer Credit Union / 5 thousand Community First Bank in Keosauqua
- Presentations - IM workers at local DHS • Church groups • Headstart- Nest classes for expectant moms and new moms-
- Attended two day Community Service Day at local Mall - Had Mobil Outreach Van in the Mall and a booth set up with Hawk-I information

## **Media**

- Local TV morning show
- Local radio station
- Two stories in Ottumwa Courier newspaper

## **County Partnerships**

- Attend County Resource meetings in all 7 Counties we serve monthly
- Getting request from other agencies to ride on the Outreach Van
- Head Start has been on the Van in 5 of our 7 Counties
- Parents As Teachers has done some recruitments in 3 Counties
- attend DECAT meetings
- work closely with members of the ADLM Grant committee (Appanoose-Davis-Lucas-Monroe)

# OUTREACH MOBILE UNIT SCHEDULE

## First Thursday of month - Davis County

9:00 - 10:30	Pulaski	Gas-n- Grill	675-3235
11:00 - 12:30	Drakesville	Diary Bar	722-3850
2:00 - 3:30	Floris	City Park	

## 2nd Tuesday of month - Wapello

8:30 - 10:00	Agency	Community Center	937-5236
(If community center locked- Gibson bank has key 937-5236 otherwise contact Fan at hm.# 937-5605)			
10:30 - 12:00	Eldon	K.D. Center meal site	652-3365
1:15 - 1:45	Selma	R & L County Store	936-4691
		(Owner Rex and Lila Richardson)	
2:15 - 3:45	Batavia	Conoco	662-2700

## 2nd Wednesday of month - Appanoose

9:00 - 10:30	Moravia	Community Center meal site	724-9533
11:00 - 12:30	Mystic	City Clerk	647-2243
2:00 - 3:30	Moulton	Garrett Memorial Library	642-3664
		City Clerk	642-3328

## 3rd Wednesday of month - Mahaska / Keokuk

9:00 - 10:00	Rosehill	Post Office	632-8374
10:30 - 11:30	Delta	Town & County Cntr. meal site	624-2383~
1:00 - 2:00	What Cheer	City Hall ---634-2590 Library --634-2859	
2:30 - 3:00	Thomburg / Keswick	Post Office	

## Last Wednesday of month - Van Buren

9:00 - 10:00	Milton	Senior Center	641-656-4979
10:30 - 11:30	Cantril	Library	319-397-2295
1:00 - 2:00	Fannington		
2:30 - 3:30	Stockpot?	Stockport Library	319-796-4681

## 4th Thursday of month - Jefferson / Keokuk

9:00 - 10:00	Pleasant Plain		
10:30 - 11:30	Richland	Meal site	319-456-8100
		(Contact: Jean Lexxs)	
12:30 - 1:30	Ollie		
2:00 - 3:00	Packwood		

Return To  
MYSTIC WATER AND SEWER

P.O. Box 69  
MYSTIC, IOWA 52974

DATE

Pres. Reading	
Prev. Reading	
Consumed	
Amt. Water	\$
Tax	
Amt. Sewer	
Arrears	
Total Due	\$

Stop by and visit the SIEDA VAN on the  
SECOND WEDNESDAY of the Month  
UPTOWN MYSTIC  
11:00 a.m. to 12:30 p.m.

Mystic, Iowa 52574

I am working on getting  
things like this done in all  
the small towns the Van is in.

Later on I am going to have  
the table speak about Hawk-i-.

Alvin

## Application for Waiver of Confidentiality

Optional: You do not have to complete this page to get free **or** reduced price **school** meals.

Dear Parent/Guardian:

If your **child(ren)** qualifies for free or **reduced price** meals, you may also be eligible for other benefits. Please check any of the boxes below **if** you would like to waive confidentiality to determine eligibility for any of the benefits listed.

School Fee Waiver ☐ Yes. I would like to receive a school fee waiver for my **child(ren)**. School officials may release my **child(ren)'s** free **and** reduced price meal eligibility status to determine eligibility for **fee waivers**.

Health Insurance ☐ Yes. I want health insurance for my **child(ren)**. School officials may release my **child(ren)'s** free and **reduced price** meal eligibility status and my name and **address** to Medicaid or Children's Health Insurance Program (CHIP) **officials**. In Iowa, this program is known as HAWK-I (Healthy and Well Kids in Iowa). Medicaid and HAWK-I officials may use the information to help determine whether my **child(ren)** is eligible for either Medicaid or HAWK-I. Medicaid and HAWK-I officials may contact me **for** more information.

I understand that I will be releasing information that will show that I applied for free and reduced price school meals for my **child(ren)**. I give up my rights to confidentiality for the above marked purposes only.

I **certify** that I am the parent/guardian **of** the **child(ren)** for whom application is being made.

Signature of  
parent/guardian \_\_\_\_\_

Date of signature \_\_\_\_\_

Printed name of  
Parent/guardian \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_

Phone number, \_\_\_\_\_

HEIN. Judy Songer 682-2026 fax#

Dear Judy,

11/15/00

I'm writing you regards of your Hawk I resource work. Alice Benge has been a life saver. She encouraged me to apply as I was resistant for several months. She endured many many questions about the program. When I was finally ready to apply she was there for me 100%. She kept contact w/ the Des Moines office. Made sure when the kids got sick that I was covered so I could take them to the doctor. If it hadn't been for Alice my income verification would have never been completed.

The Des Moines office never let me know that they needed Child Support Verification, my W2's & a copy of my 99' tax return. Alice found this out & called me immediately. Thank you for having such a well trained & caring employee. It did make all the difference.